ABSTRACT

A method of updating one or more target website data content items comprises providing one or more links, each of which associates one or more target content items with one or more original content items. The method further includes storing the links in a data storage device, and accessing the links in the storage device, and updating the target data content items according to the links. The method may update the target data content items at predetermined intervals, or on demand. Updating the target data content may further include initiating workflow to update the target data content.

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